

AKMAL AL AMINI

JAMALLUDIN AL AMINI

Strategic Planning & Project Management

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OBJECTIVE

I am a committed Senior Manager with over 14 years of experience and a track record of detail-oriented effort and forward-thinking leadership. I have a demonstrated track record of success in building long-term business goals, KPIs, and standard procedures, as well as leading new departments and projects. My expertise in stakeholder management has enabled me to strengthen collaboration with state governments and agencies in the development of the halal business. I am now seeking to leverage my extensive knowledge and experience into a role as a Project Leader, where I can continue to deliver outstanding results and contribute value to the organization.

PROFESSIONAL EXPERIENCE

HALAL DEVELOPMENT CORPORATION BERHAD (an agency under the MITI)

Head of Government Affairs, January 2022 – Present

- I oversee a newly formed department responsible for developing long-term operational strategies and KPIs, standard operating procedures, and stakeholder management. Through my leadership, I successfully spearheaded the formation of Jawatankuasa Pembangunan Industri Halal in collaboration with the state government through the Majlis Pembangunan Industri Halal. In addition, I worked with state government agencies for the State Dialogue and Halal Facilitation Programme to promote and facilitate the development of the halal industry. As the Secretariat for Mesyuarat Jawatankuasa Pembangunan Industri Halal, I have ensured the smooth coordination and communication among stakeholders to achieve our goals.

Head of Investment Promotion & Facilitation, January 2020 – December 2021

- I oversee a newly formed department responsible for developing long-term business plans, KPIs, and sales packages to facilitate foreign investment promotion for Halal Parks Malaysia. As a direct report to the CEO, I have successfully implemented standard procedures and stakeholder management strategies to achieve business objective. In addition, I also served as Vice Chairman of the drafting committee for Halal Park Development Guidelines 2.0, working collaboratively with Standard and Industrial Research Institute of Malaysia and Malaysian Investment Development Authority. Moreover, I have acted as the Secretariat for the Meeting of the Investment Incentive Facilitation Committee, where I have demonstrated my exceptional organizational and communication skills to facilitate smooth and productive meetings.

HALAL DEVELOPMENT CORPORATION SDN BHD (Wholly Owned By MOF Inc)

Senior Manager Strategic Planning & Monitoring, April 2018 – December 2019

- I directly supported the Vice President in developing the national Halal Industry Master Plan (HIMP2030) by collaborating with relevant government agencies and establishing corporate KPIs. Furthermore, I have led the Project Management Office in monitoring and reporting the implementation of RMK-11 projects and corporate KPIs. My responsibilities also included budget application for RMK-11 projects, serving as secretariat for Senior Management and Project Management Committee, and contributing as a committee member for Risk Management. I have reviewed monthly project performance reports for Economic Planning Unit, Prime Minister's Department, and the Ministry of Finance, playing a vital role in ensuring the successful implementation of projects and maximizing company profits.

PENGURUSAN ASET AIR BERHAD (Wholly Owned By MOF Inc)

Head Asset Management, March 2016 – March 2018

- I led the department in monitoring overall water asset performance, and Project Manager for Pengurusan Air Selangor water asset management system. Additionally, I played a critical role in implementing an Asset Management Information System & Geographic Information System based on ISO 55001 (asset management system) & ISO 27001 (information security management system) standards and conducting on-site maintenance compliance audits. Through my efforts, I have helped to maximise company profits by ensuring that water assets are managed at their highest potential.

Special Officer, CEO's Office, January 2012 – February 2016

- I directly assisted the CEO in formulating the annual strategic business plan and KPI, corporate performance report, market research report, slides presentations, speeches and correspondence. I have a proven track record in stakeholder management with Ministry of Energy, Green Technology and Water, Ministry of Finance & Suruhanjaya Perkhidmatan Air Negara. My proficiency in organisational, analytical and communication skills enables me to effectively manage multiple tasks and deadlines, ensuring time delivery of high-quality work.

NORTHERN CORRIDOR IMPLEMENTATION AUTHORITY, PRIME MINISTER'S DEPARTMENT

Executive, Office of the Chief Executive, January 2010 – December 2011

- I directly assisted the Chief Executive in designing projects for the RMK-9 and RMK-10, as well as KPI reports. Additionally, I have assisted in drafting various types of correspondence, slide presentations, speeches, and answers to Parliament questions. This work involved communication with stakeholders such as the Prime Minister's Department, Economic Planning Unit, Ministry of Finance, and State Governments. My experience in these tasks has sharpened my ability to work effectively in a fast-paced environment, manage multiple priorities, and communicate complex information in a clear and concise manner.

BIG TREE OUTDOOR SDN BHD (wholly owned subsidiary of Media Prima Berhad)

Executive Corporate Planning & Business Development, August 2007 – December 2009

- I directly assisted the Head of Division in formulating strategic business strategies and analysing business performance. Specifically, I have contributed to the development of the division's strategic business plan, monitored business performance and market trends through analysis reports, and prepared compelling business proposals for potential partners. Additionally, I have played an integral role in negotiating with new business partners, leveraging my excellent communication and interpersonal skills to build mutually beneficial relationships. Through my efforts, I have helped drive the success of the division and contributed to the overall growth and profitability of the organization.

EDUCATION	ADDITIONAL SKILLS/ INFO
HERIOT-WATT UNIVERSITY <i>MBA (Strategic Planning)</i>	<ul style="list-style-type: none">• Leadership, project management, risk assessment, communication & stakeholder management, strong work ethic, problem solving, adaptability, collaboration, time management, critical thinking
MULTIMEDIA UNIVERSITY <i>BBA, 2007</i>	<ul style="list-style-type: none">• Vice President, HDC Social & Recreation Club, 2020-2022• Certified Halal Executive & Certified Halal Auditor• Notice Period: 2 months